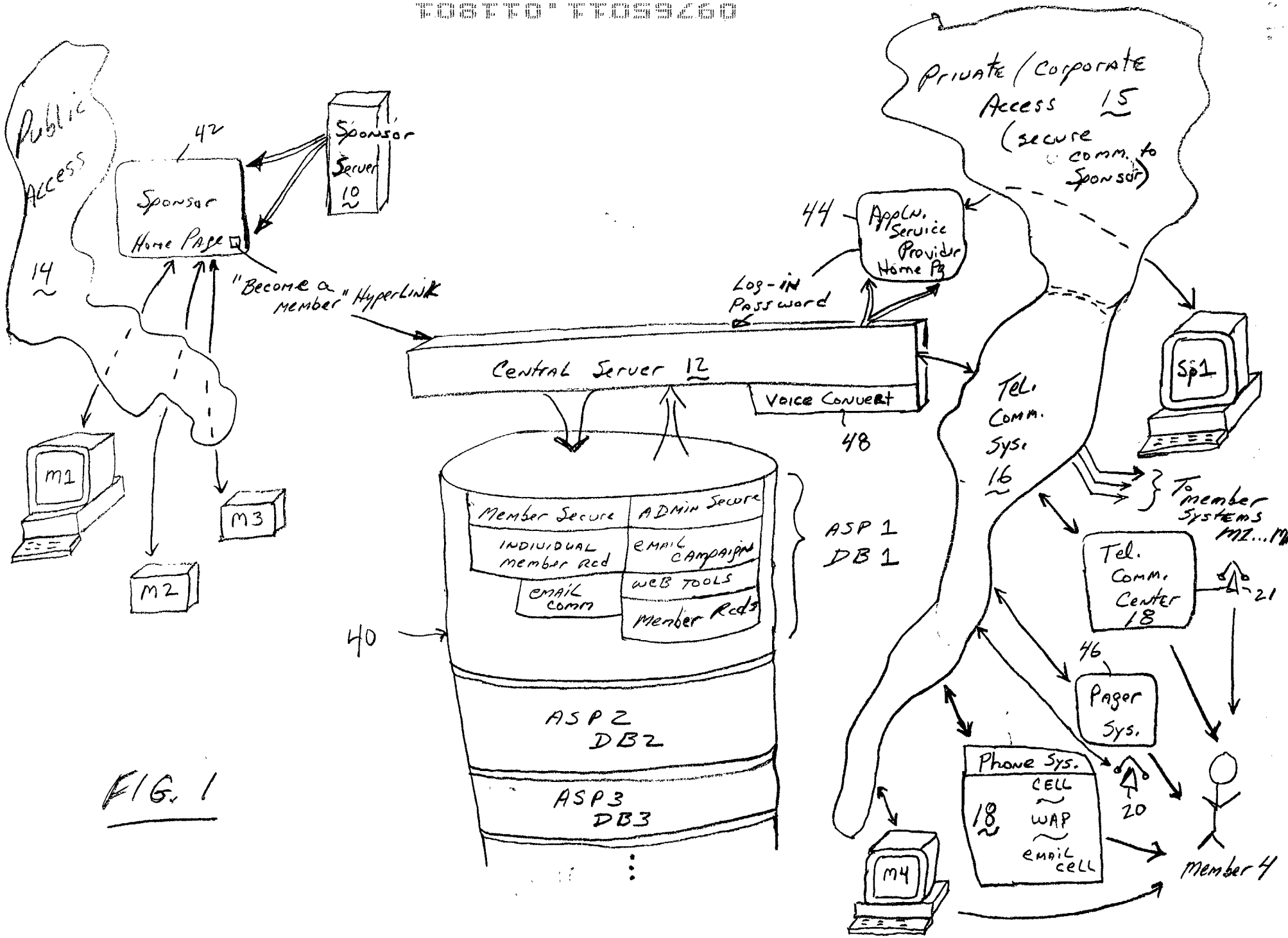

Public Access
14
Sponsor Home Page
42
Sponsor Server 10
"Become a member" HyperLink
M1
M2
M3
Private / Corporate Access 15 (secure comm. to Sponsor)
44
Appln. Service Provider Home Pg
Log-IN Password
Central Server 12
Voice Convert
48
Tel. Comm. Sys. 16
Sp1
To member systems M2...M
Member Secure
ADMIN Secure
INDIVIDUAL member Rcd
EMAIL CAMPAIGNS
EMAIL comm
WEB TOOLS
Member Rcds
ASP 1 DB 1
40
ASP 2 DB2
ASP 3 DB3
Tel. Comm. Center 18
21
46
Pager Sys.
Phone Sys.
18
CELL
WAP
EMAIL CELL
20
M4
Member 4

FIG. 1

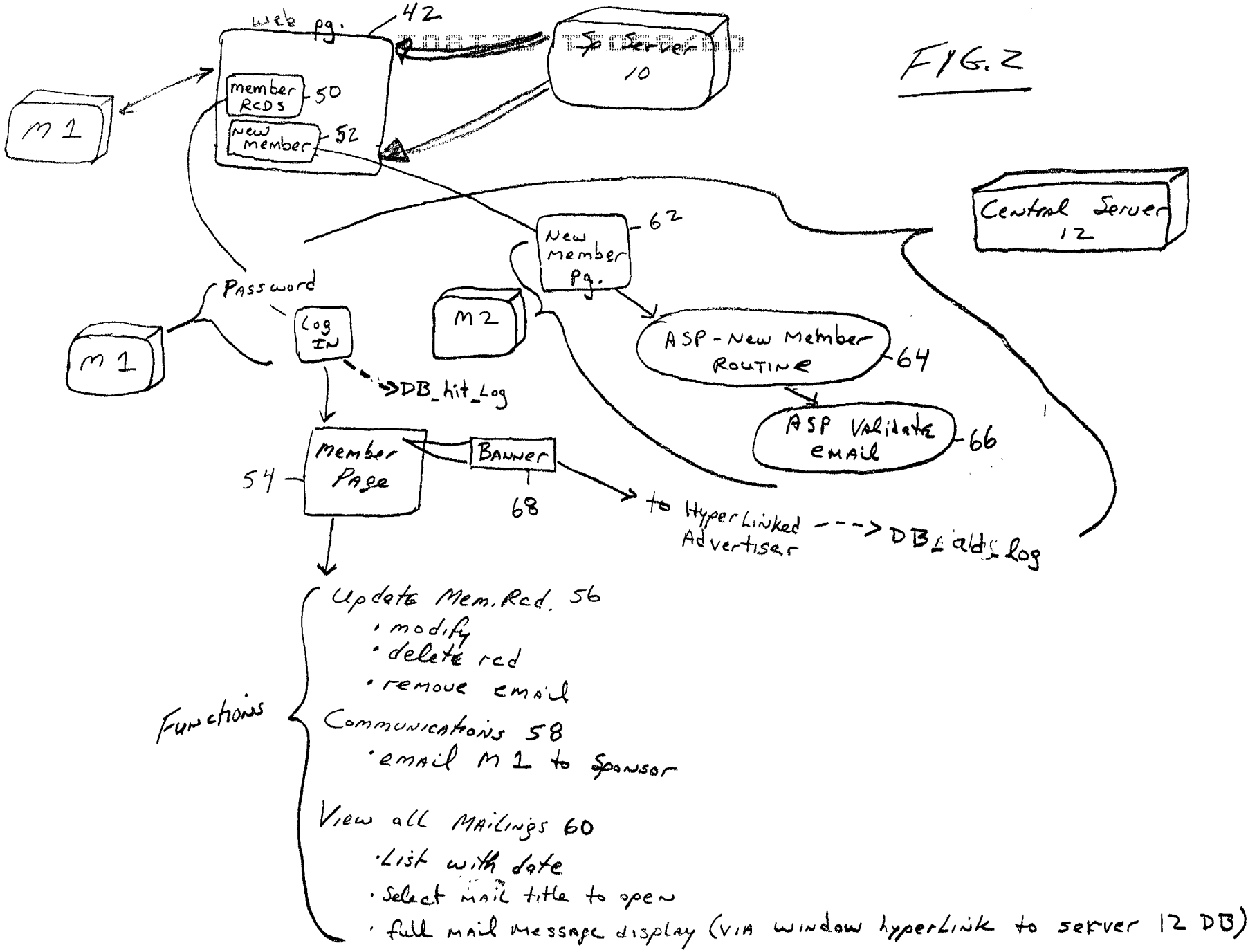

web pg.
42
Server
10
member RCDS
50
New member
52
M1
Central Server
12
New Member pg.
62
Password
Log IN
M2
M1
DB_hit_Log
ASP - New Member ROUTINE
64
ASP Validate email
66
Member Page
54
BANNER
68
to HyperLinked Advertiser
DB_ads_log
Functions
Update Mem. Rcd. 56
• modify
• delete rcd
• remove email
Communications 58
• email M1 to Sponsor
View all MAILings 60
• List with date
• Select mail title to open
• full mail message display (VIA window hyperLink to server 12 DB)

FIG. 2

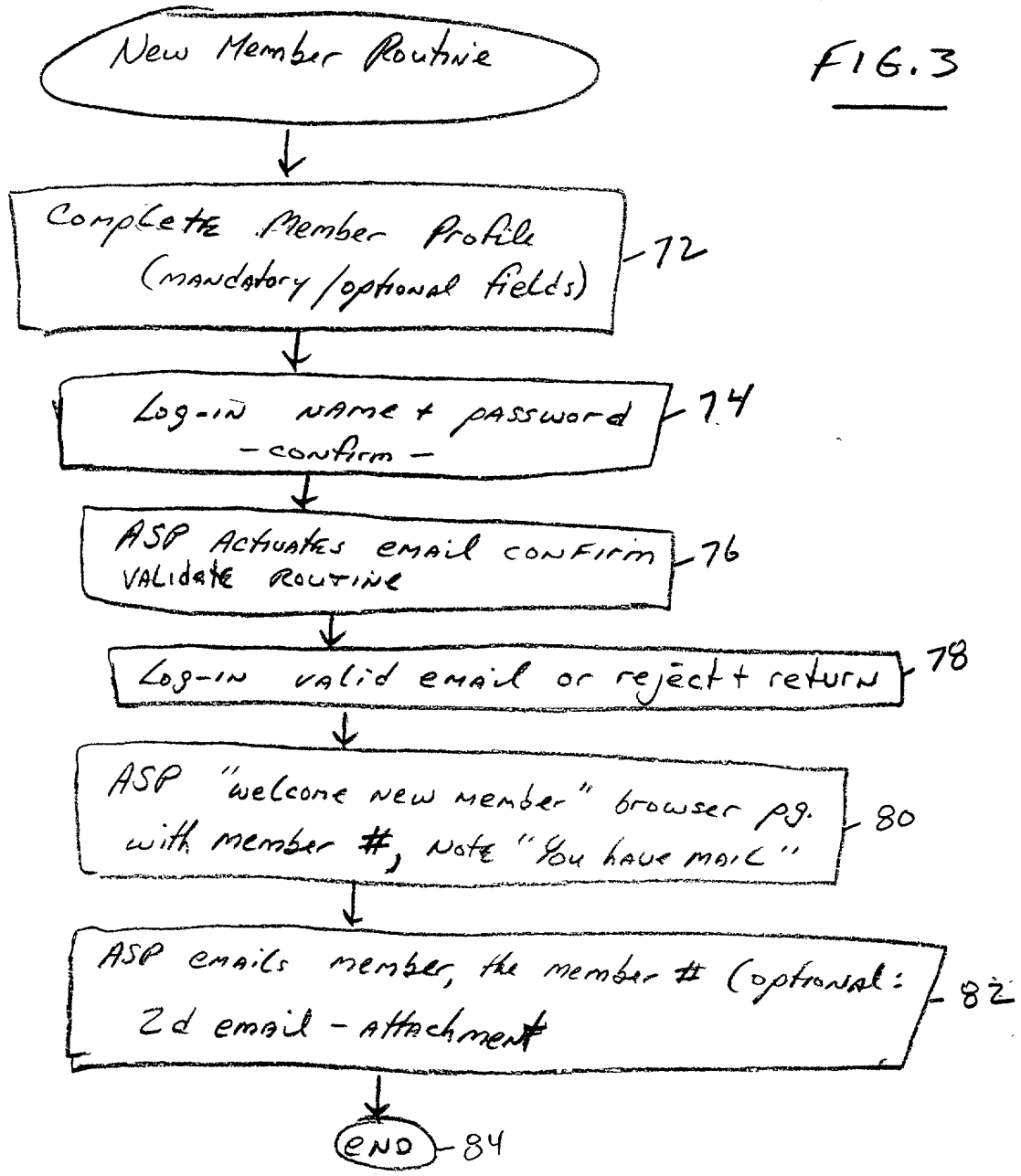
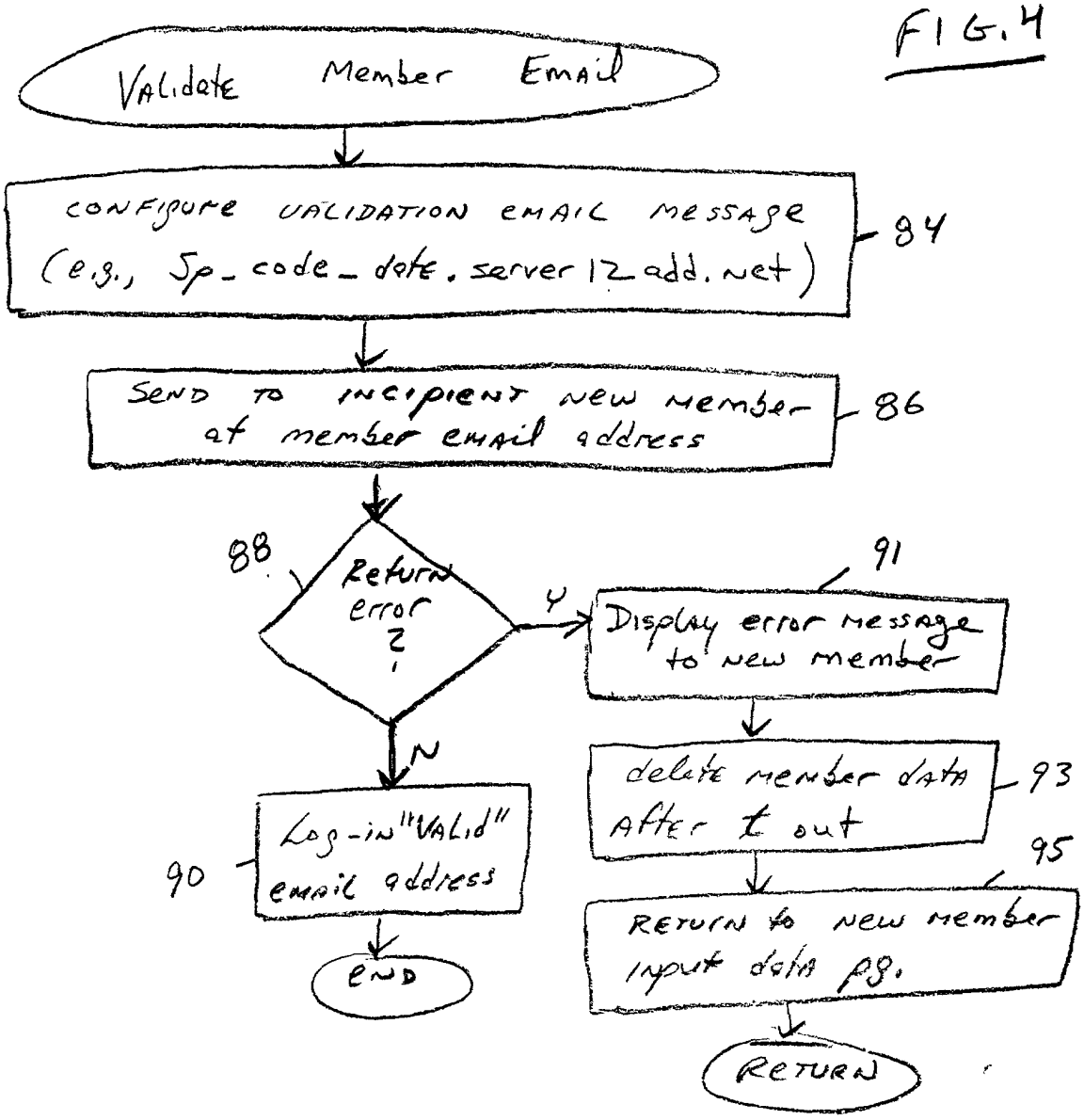

New Member Routine
Complete Member Profile (mandatory/optional fields)
72
Log-in NAME + PASSWORD - confirm -
74
ASP Actuates email CONFIRM VALIDATE ROUTINE
76
Log-in valid email or reject + return
78
ASP "welcome new member" browser pg. with member #, Note "You have MAIL"
80
ASP emails member, the member # (optional: 2d email - attachment
82
END
84

FIG. 3

FIG. 4


Validate Member Email
CONFIGURE VALIDATION EMAIL MESSAGE (e.g., Sp_code_date.server12add.net)
84
SEND TO INCIPIENT NEW MEMBER at member email address
86
88
Return error ?
Y
N
91
Display error message to new member
delete member data after t out
93
95
RETURN to new member input data pg.
RETURN
90
Log-in "VALID" email address
END

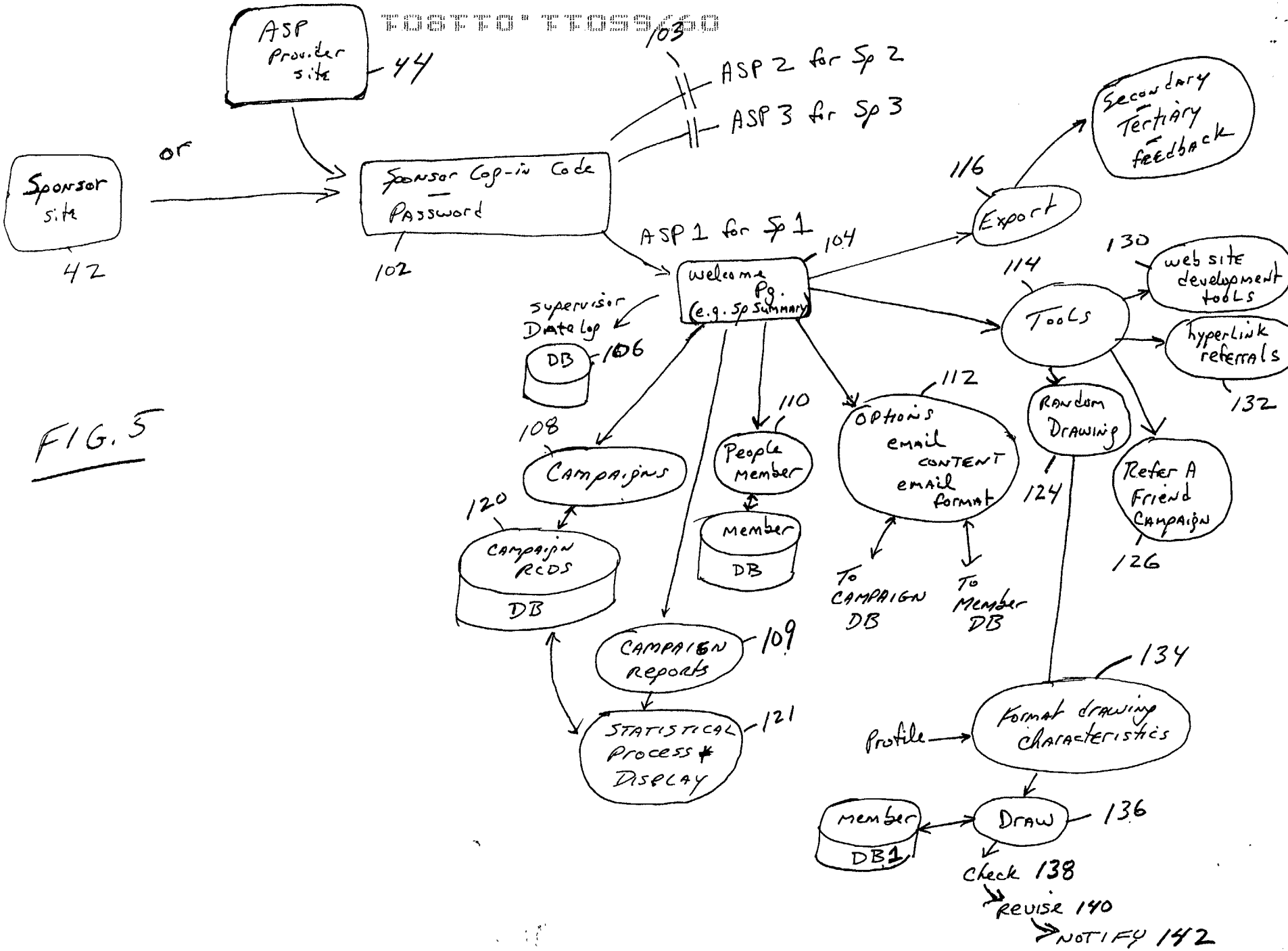
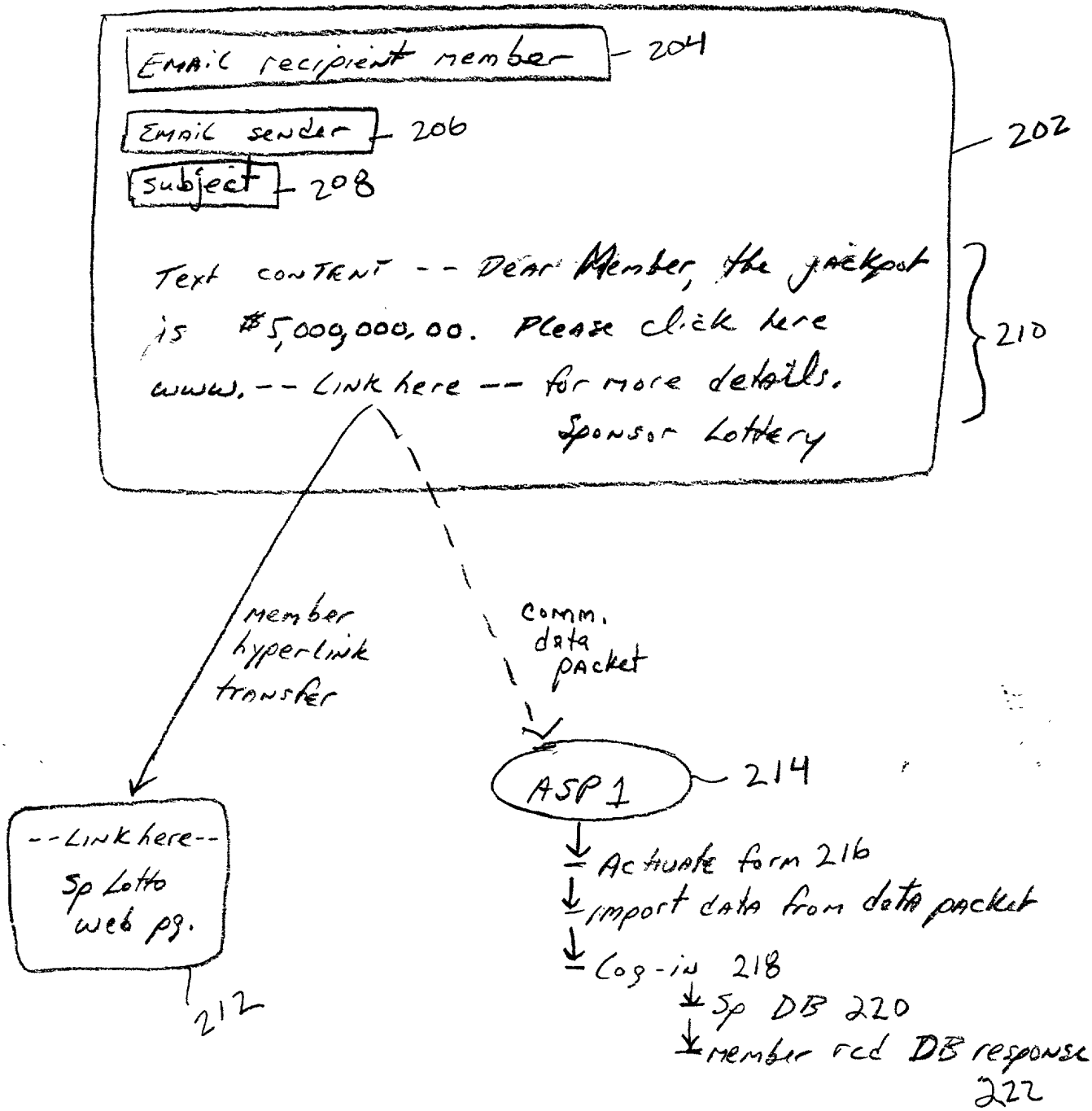

ASP Provider site
44
103
ASP 2 for Sp 2
ASP 3 for Sp 3
Sponsor site
42
or
Sponsor Cop-in Code
Password
102
ASP 1 for Sp 1
104
Welcome Pg. (e.g. Sp Summary
Supervisor Data Log
DB
106
108
Campaigns
120
Campaign RCDS
DB
People Member
110
Member
DB
112
Options
email content
email format
To CAMPAIGN DB
To Member DB
CAMPAIGN Reports
109
STATISTICAL Process * Display
121
Export
116
Secondary Tertiary feedback
Tools
114
130
web site development tools
hyperLink referrals
132
Random Drawing
124
Refer A Friend CAMPAIGN
126
134
Format drawing Characteristics
Profile
member
DB1
Draw
136
Check 138
Revise 140
NOTIFY 142

FIG. 5

FIG. 6


Email recipient member
204
Email sender
206
subject
208
202
Text content -- Dear Member, the jackpot is $5,000,000.00. Please click here www. -- Link here -- for more details.
Sponsor Lottery
210
member hyperlink transfer
comm. data packet
--Link here--
Sp Lotto web pg.
212
ASP 1
214
Actuate form 216
import data from data packet
Log-in 218
Sp DB 220
member rcd DB response
222

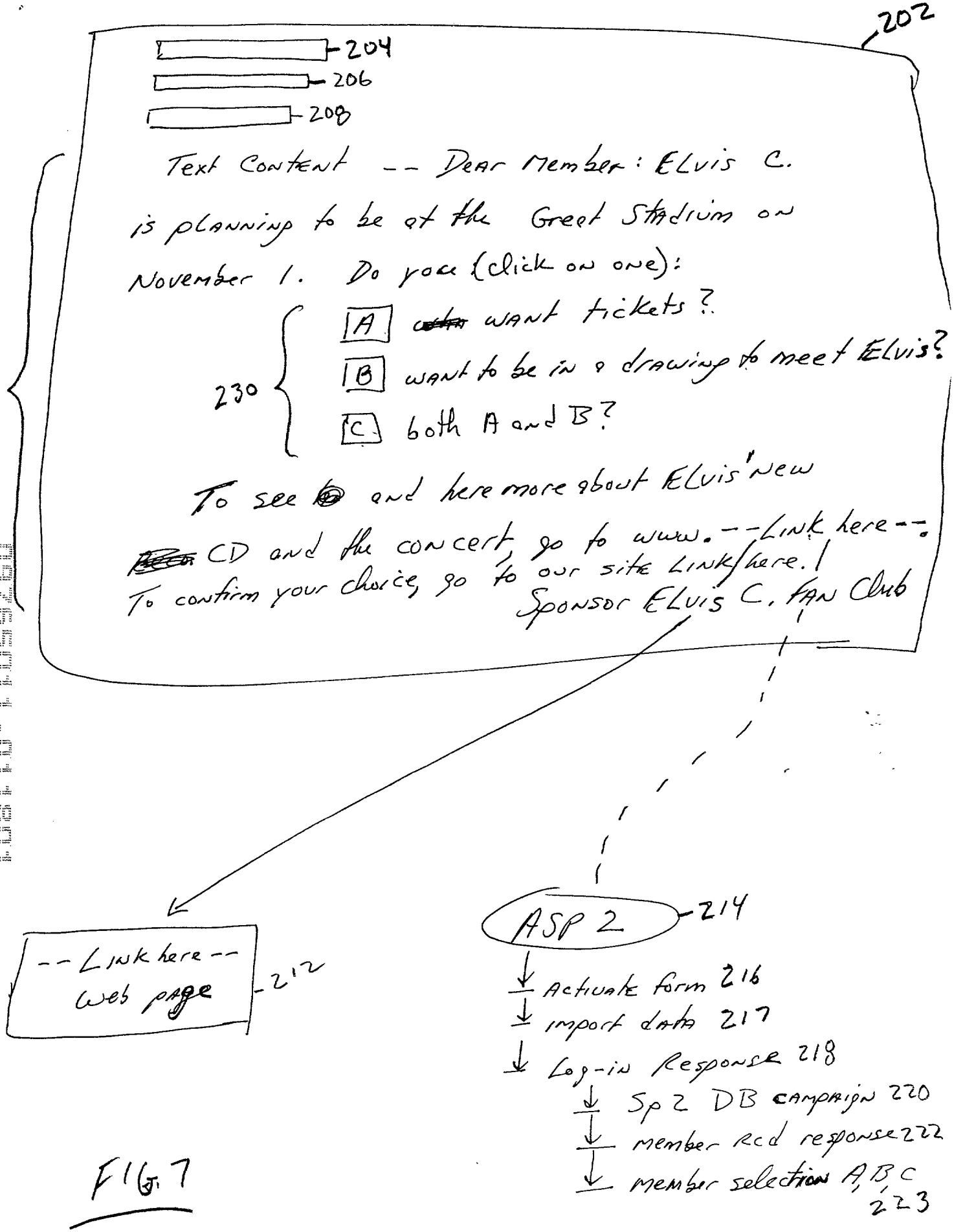

202
204
206
208
Text Content -- Dear Member: Elvis C. is planning to be at the Great Stadium on November 1. Do you (click on one):
210
230
A WANT tickets?
B WANT to be in a drawing to meet Elvis?
C both A and B?
To see and here more about Elvis' new CD and the concert, go to www.--Link here--.
To confirm your choice, go to our site LINK here.
Sponsor ELVIS C. FAN Club
--Link here-- Web page
212
ASP 2
214
Activate form 216
import data 217
Log-in Response 218
Sp 2 DB campaign 220
member rcd response 222
member selection A, B, C 223

FIG. 7

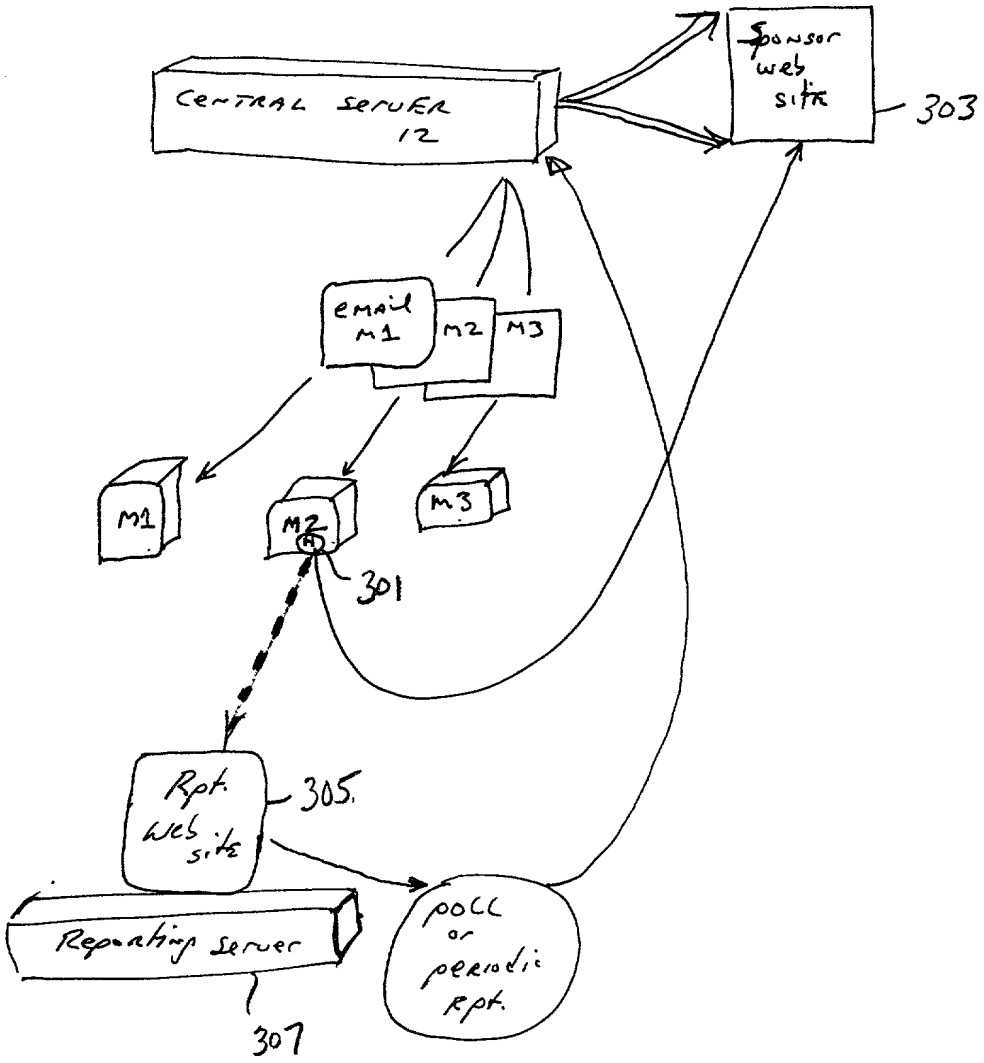

CENTRAL SERVER 12
Sponsor web site
303
email M1
M2
M3
M1
M2
M3
301
Rpt. web site
305
Reporting Server
307
POCC or periodic Rpt.

FIG. 8

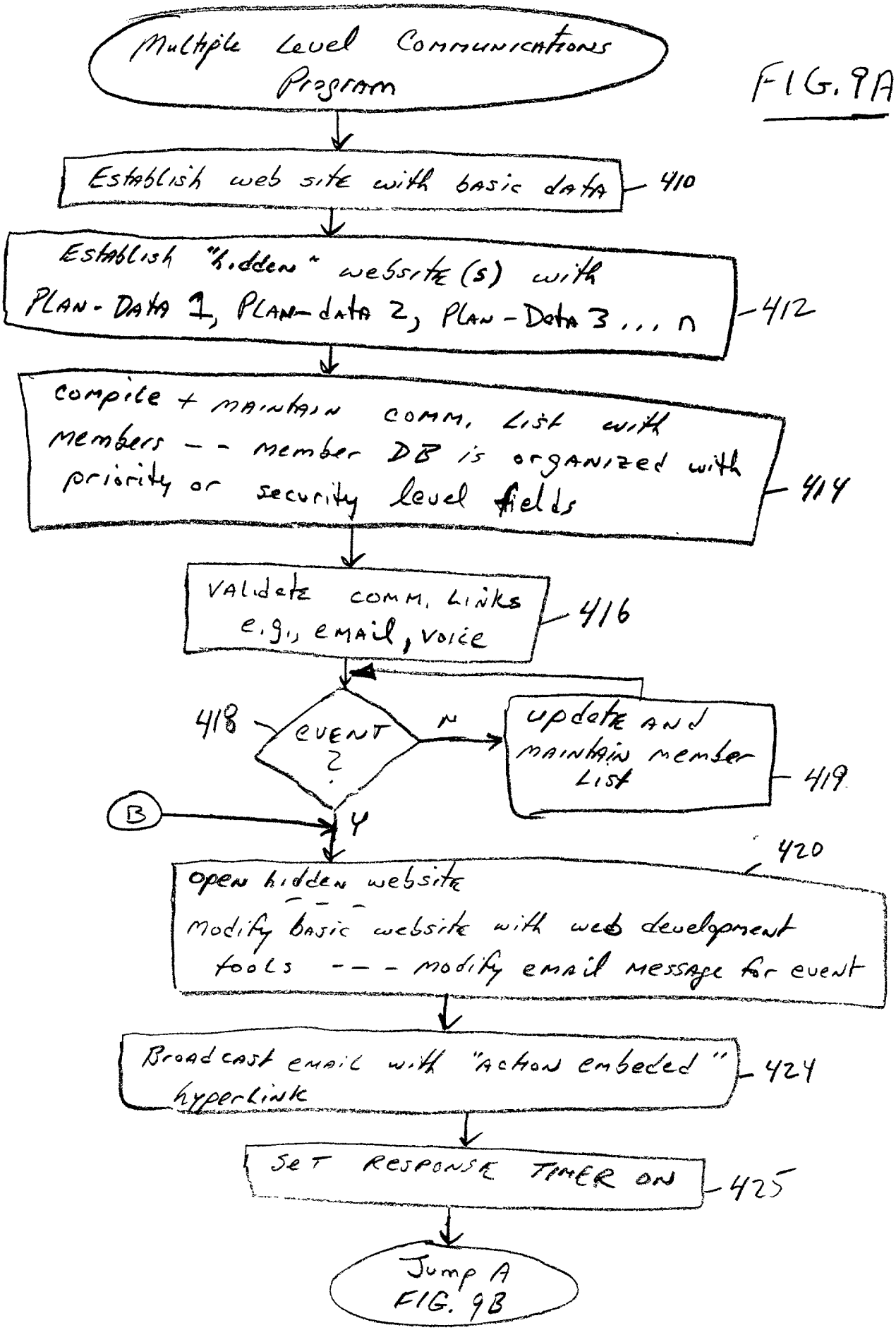

Multiple Level Communications Program
Establish web site with basic data
410
Establish "hidden" website(s) with PLAN-DATA 1, PLAN-data 2, PLAN-Data 3 ... n
412
compile + maintain comm. List with members -- member DB is organized with priority or security level fields
414
validate comm. links e.g., email, voice
416
418
event ?
N
update and maintain member List
419
B
Y
420
open hidden website
Modify basic website with web development tools --- modify email message for event
Broadcast email with "Action embeded" hyperlink
424
Set response timer on
425
Jump A FIG. 9B

FIG. 9A

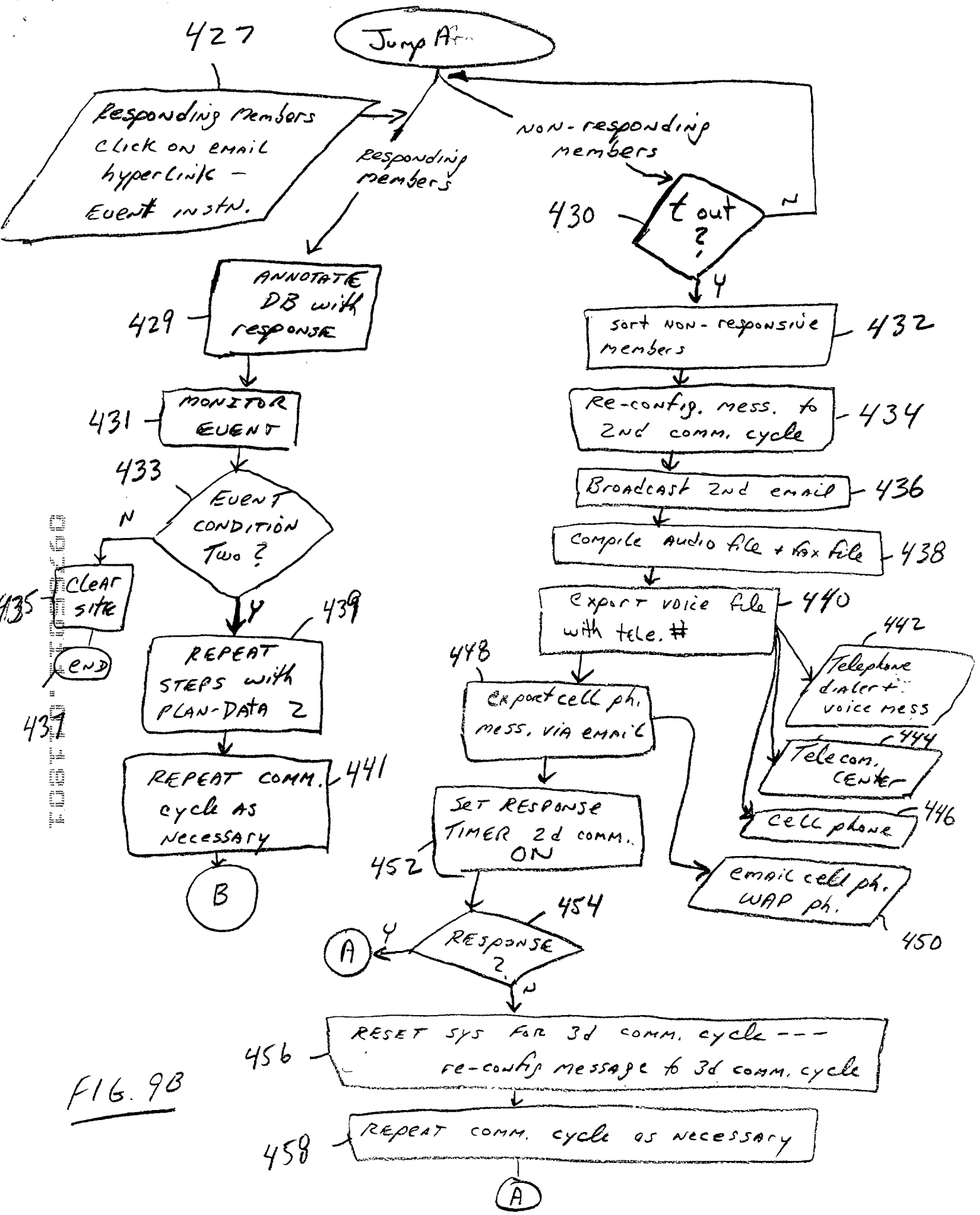

427
Jump A
Responding Members Click on email hyperlink – Event instn.
responding members
non-responding members
430
t out ?
N
Y
sort non-responsive members
432
Re-config. mess. to 2nd comm. cycle
434
Broadcast 2nd email
436
Compile audio file + fax file
438
Export voice file with tele. #
440
442
Telephone dialer + voice mess
444
Telecom. center
446
cell phone
448
Export cell ph. mess. via email
email cell ph. WAP ph.
450
452
Set RESPONSE TIMER 2d comm. ON
454
RESPONSE ?
Y
A
N
456
RESET SYS FOR 3d COMM. cycle --- re-config message to 3d COMM. cycle
458
REPEAT COMM. cycle as necessary
A
429
ANNOTATE DB with response
431
MONITOR EVENT
433
EVENT CONDITION Two ?
N
Y
435
Clear site
END
437
439
REPEAT STEPS with PLAN-DATA 2
441
REPEAT COMM. cycle as necessary
B

FIG. 9B